

QUARTERLY NEWSLETTER

Spring 2013



Meet AIANTA's New Executive Director

It's safe to say AIANTA's new Executive Director Camille L. Ferguson knows a thing or two about tourism and economic development. With more than a decade of experience on the AIANTA Board of Directors, former manager of the Sitka Tribe of Alaska's \$6.5 million economic development budget and a successful 26-year career in the tourism industry, Camille is using her passion and experience to jump in feet first as the new AIANTA Executive Director.

Camille served on the AIANTA Board of Directors from 2002 – 2012 and was president of the board from 2003 – 2007. As president, she presided over the hiring of AIANTA's first executive director and the opening of AIANTA's Albuquerque office. Camille served as AIANTA's Interim Executive Director from July – August 2011 and became executive director in January 2013.

Prior to filling the role as the AIANTA Executive Director, Camille served as the Sitka Tribe of Alaska's Economic Development Director for 15 years where she oversaw a \$6.5 million economic development budget. She established, expanded and managed the Tribe's Tourism Department, Transportation Department, Gaming Department, Tribal Tannery and Community House Convention Facility.

Camille began her 26-year career in the visitor industry working for Sitka Tours before rising to direct economic development. She expanded the Sitka Tribe of Alaska's cultural tour program, oversaw the Community House Meeting and Convention Center, gained national recognition for the Naa Kahidi Dancers, established the Made in Sitka Gift Shop, and was instrumental in the development of Sitka's Public Transit/Tribal Transit system of trolleys, Indian Reservations Roads Program and the Alaska Wild Game Charitable Pull Tab Parlor.

She was president of the Sitka Convention and Visitors Bureau (CVB) for five of the seven years of her CVB Board appointment and as president she raised hotel bed tax revenue by 48 percent. Camille created, organized, fundraised and managed the annual Alaska Heritage and Cultural Tourism Conference, now in its seventh year. Most recently, she was the general manager for Shee Atika Corporation's Totem Square Inn, Sitka's Native-owned hotel.

For her work in tourism, the Alaska Travel Industry gave Camille its highest award in 2011, the Denali Award for Professionalism and Leadership. In 2012 she was the recipient of the Alaska Mobility Coalition's Dan Moreno Award, a special recognition for individuals or tribal organizations that have made significant contributions in support and development of tribal transportation in Alaska. She also served on the Alaska Mobility Coalition's Board of Directors and the Governor's Coordinated Transportation Task Force. To learn more about Camille, please visit our website at AlANTA.org.

In This Issue

- Meet AIANTA's New Executive Director
- AIANTA Welcomes New Staff and Board Members
- ITB Berlin 2013 An International Success for Indian Country
- Book Debut: American Indians and the Civil War
- Sitka, Alaska Ranks Nine on Smithsonian's Top 20 Best Small Towns to Visit in 2013
- Destination Capitol Hill
- The Sky Ute Casino Hosts Japan's Television Niigata Network Crew for "Backpacker" Show
- AIANTA Seeking Itineraries for International Pow Wow Booth
- Ninth Annual Cultural Tourism Summit in Hopi May 13-15
- Exhibit in Reno-Tahoe International Airport
- Grand Circle Association
- Alaska Dream Cruise 2013
- Save the Date: 15th Annual American
 Indian Tourism Conference 2013
- FREE Stewart Father's Day Pow Wow, June 14-16, Carson City, Nevada
- National Storytelling Network Seeks Applications for Brimstone Award for Applied Storytelling

AIANTA Welcomes New Staff



Left to right, front row: Liz Anderson, Erika Harvey, Gail Chehak. Left to right, back row: Sandra Anderson, Sherrie Bowman, Virginia Salazar-Halfmoon, Camille Ferguson



Liz Anderson, Public Relations and Media Specialist

As a successful public relations professional, Liz has worked with an array of clients and industries across the country during her tenure at top public relations agencies. She joined the AIANTA team in March 2013 and brings strong media relations, communications and writing skills to the organization.

Prior to her role at AIANTA, Liz worked with the Fort Sill Apache Tribe of New Mexico to enhance the Tribe's communication strategies, public awareness

and media presence across mainstream national and Indian Country media. Former clients include the Southwestern Association of Indian Arts, Native American-owned construction company Flintco, U.S. Fish and Wildlife Service, Logitech, StubHub, Winn-Dixie and the National Football League's Jacksonville Jaguars, Beaches Habitat for Humanity, Microsoft Health and Life Sciences, the Alzheimer's Association New Mexico Chapter, award-winning hospitals across the country and more.

Throughout her public relations career, Liz has brought clients several industry award wins, served as a ghost writer for client CEOs, and placed all clients in the public eye via her strong media relations skills. She has secured clients feature stories within Indian Country media, the *New York Times*, *Smithsonian Magazine*, *Men's Health*, the *Los Angeles Times*, PBS/NPR and more.

Originally from Jacksonville, Florida, Liz received her Bachelor of Science degree in communication, emphasis on public relations, and a minor in sports management from the University of North Florida.

Sandra Anderson, Membership Coordinator



Sandra filled the role of AIANTA's membership coordinator in January 2013 after serving as an AIANTA intern in 2012. As membership coordinator, Sandra will initiate and cultivate AIANTA memberships around the globe.

With a strong background in accounting, finance, strategic planning and information technology, Sandra brings a lot to the AIANTA team. She is highly experienced in helping companies reach their organizational and financial objectives.

Originally from Fort Defiance, Arizona, Sandra is a citizen of the Navajo Nation and she is from the Towering House clan and born for the Towering House clan. Her maternal grandfather is from the Meadow People clan and her paternal grandfather is from the Bitter Water clan.

Sandra received her Bachelor of Arts degree in anthropology and a second degree in Native American studies from the University of New Mexico (UNM) in Albuquerque. She is currently enrolled as a graduate student at UNM in the Community and Regional Planning Program with an emphasis in natural resources. Upon graduation this summer, Sandra plans to become a tribal planner for her Tribe.

She is a proud mother of two children, Dru and Davina.

Virginia Salazar-Halfmoon, Public Lands Partnership Coordinator

Virginia comes to AIANTA with more than 30 years of experience in public land management, partnership development, assets protection and promotion. In her role as AIANTA's public lands partnership coordinator, Virginia will perpetuate and cultivate long-standing relationships with the U.S. National Park Service (NPS), Amtrak and more.

Virginia is from the Pueblo of Santa Clara, New Mexico and has extensive experience in public lands tourism. She recently retired from the NPS with 37 years of service. Virginia was presented the U.S. Department of Interior (DOI) Honor Award in 2013 for her continued excellence throughout her career.

Virginia worked in visitor services at Pecos National Historical Park, White Sands National Monument and Bandelier National Monument, where she became the first curator of collections. From there, she moved to become the Regional Curator for the Southwest Region, which encompassed 50 parks.



Twitter: @OfficialAIANTA

Through regional boundary change, Virginia's region grew to include 95 parks in what became the Intermountain Region, from the border of Mexico to the border with Canada. Virginia, in her capacity as regional curator, was responsible to ensure compliance with the Native American Graves Protection and Repatriation Act (NAGPRA) for all the parks in the region. The Intermountain Region contained the largest holdings of NAGPRA-related collections; sacred objects, objects of cultural patrimony, human remains and funerary objects. To fulfill this responsibility, Virginia coordinated tribal consultations about park NAGPRA collections so that tribes could aid in determining their affiliation with specific parks. Repatriation of collections and reburials were accomplished with culturally-affiliated tribes resulting in on-going positive relations between parks and tribes.

Throughout Virginia's NPS career she has sought opportunities to include the tribal voice in activities, planning and coordination. Virginia was one of the original members of the Council for American Indian Interpretation, which held a goal to provide authentic tribal voice in the interpretation of ancestral sites. Members of this organization were American Indian employees from various parks. Parks nominated their programs and each year the council reviewed and presented an award to parks that excelled in this goal.

Virginia also served as the NPS representative to the Keepers of the Treasures organization. The organization was established to provide an active voice for tribes in the policies that guided the management of cultural resources in parks and served as a venue to share concerns and successful efforts at heritage and language preservation among tribes.

During the NPS Mosaic Conference in 2000, Virginia was asked to coordinate a panel that addressed Native American and Hispanic diversity in parks. This national meeting was held in response to the lack of diversity in the NPS that appropriately reflected the population around national parks. This session was well-attended and addressed issues from management and policy issues and hiring practices of the NPS.

Virginia graduated from New Mexico State University in 1977 with a Bachelor of Arts degree in anthropology and a minor in psychology. She attended the School of American Research completing Master's Degree work in curating Native American museum collections and one year of pottery conservation Internship. In 2006, Virginia completed the DOI Graduate Executive Potential Program.

Virginia is married to Otis Halfmoon. She has one son, Dustin and a step-daughter, Kathleen. They are proud grandparents to four-year old, Urijah.

Gail Chehak, American Indian Tourism Conference Fundraiser



Gail joined the AIANTA team as the American Indian Tourism Conference (AITC) fundraiser in February 2013. As the AITC fundraiser, Gail uses her extensive experience in fundraising, economic development, tourism, the arts and environmental protection to generate funds and partnerships for the 15th annual conference scheduled for September 2013 in Tulsa, Oklahoma.

She comes to AIANTA with a strong fundraising track record in generating funds from federal and state programs, foundations, corporations, churches and individuals. Gail became a grant writer to help her tribe and other tribes in Oregon raise money. She worked with the Tribal Sovereignty Project (now known as the Seventh Generation Fund) to coordinate grant writing workshops for Oregon Tribes and Indian organizations. This work landed her a position as president of the McKenzie River Gathering Foundation Board of Directors, which let to networking with other foundations. She is also the co-author of *Native Peoples of the NW: Traveler's Guide to Land, Art & Culture*.

Gail is a Klamath Tribal Member and has worked with a number of tribal organizations, including the National Congress of American Indians, Affiliated Tribes of Northwest Indians, Columbia River Inter-Tribal Fish Commission, the Indian Arts and Crafts Association and Indian Art Northwest. She is active in the Albuquerque community. She currently serves as the board secretary for the American Indian Chamber of Commerce of New Mexico, the local representative of the American Made Alliance, and a board member of the Old Town Albuquerque Merchants Association.

AIANTA News Briefs

Amtrak

Alanta is exploring a relationship with Amtrak to offer tribes an opportunity to become involved in interpretative journeys, including Indian Country, for passengers on Amtrak trains

George Washington University National Tourism Forum

In an opportunity provided by AIANTA Founder Ed Hall, AIANTA and the BIA will become a convener for a national discussion of the tourism industry and academics on the Administration's National Tourism Strategy. National Tourism Week kicks off May 4 – 12 and AIANTA has exciting activities planned to raise awareness of Native American and Alaska Native tourism. Stay tuned!

Alanta is Exploring New Member Tools

AIANTA is exploring an impressive marketing tool for AIANTA members to utilize on the AIANTA website. The marketing tool from TriSpin, wil allow members to seamlessly develop and distribute electronic post cards and more We will update our members or the status of this new technology once it's available!



U.S. Department of the Interior Secretary Ken Salazar, AIANTA President Mary Jane Ferguson, and Gail Adams, Director of Intergovernmental and External Relations for the U.S. Department of the Interior, snap a photo following a meeting with the Western State Tourism Policy Council.

AIANTA Visits Capitol Hill

On April 10 and 11, the Executive Committee of AIANTA joined partners from the Southeast Tourism Society, National Tour Association, Destination Marketing Association International and the U.S. Travel Association for Destination Capitol Hill to meet with and inform representatives from the tourism industry, federal agencies and Congress on tribal tourism issues.

Known as the travel industry's premier legislative event, Destination Capitol Hill allows travel professionals from across all segments of the industry to converge in Washington, D.C. and speak directly to key lawmakers about issues that impact the travel industry.

"Destination Capitol Hill allows us to meet with key members of Congress to stress AIANTA's achievements in the last year and the importance of continuing our work in tribal tourism," said Mary Jane Ferguson, AIANTA Board President. "It also gives AIANTA the opportunity to understand upcoming legislation that will impact travel, especially Indian Country tourism."

The delegation also met with associates and partners including Brand USA, National Geographic Society, Western States Tourism Policy Council and federal agencies of the U.S. Department of the Interior.

AIANTA representatives at the event included AIANTA Executive Director Camille Ferguson, AIANTA President Mary Jane Ferguson, AIANTA Vice President Sherry Rupert, AIANTA Board Secretary Rachel Moreno, and Ed Hall, AIANTA Founder and Bureau of Indian Affairs (BIA) Transportation Specialist.

Tauck Tours

Discussions are underway with Tauck Tours to form a partnership for itineraries that include Indian Country with interpretation provided by tribal representatives.

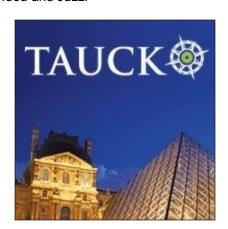
In the late 1950s, Arthur Tauck, Jr. took over the reins of his family's tour business, Tauck Tours. At a time when air travel was still in its early stages, he hit on the idea of merging air travel with motorcoach tours. He envisioned that Tauck quests could easily fly to a distant destination and then enjoy an in-depth, luxury motorcoach tour of the region. In 1958, he introduced the first chartered air/motorcoach tour packages. A year later, Tauck

motorcoaches, at a time when the covered in Ken Burns' relying entirely on railways.

Today, Tauck Tours offers 100 different all-inclusive. guided journeys in more than 60 countries worldwide. As an active organization in philanthropic efforts, the company holds annual employee volunteer days, which typically benefit the NPS. Mr. Tauck, Jr. has also served as president of the National Tourism Association.

In 2010, Tauck Tours announced a partnership with well-known documentary filmmaker Ken Burns longtime collaborator his

linked the national parks of the Dayton Duncan to create new land American West by using air and journeys that explore the topics rest of the travel industry was still including The Civil War, Baseball, The National Parks: America's Best Idea and Jazz.





LAS VEGAS, JUNE 8-12, 2013

AIANTA SEEKING ITINERARIES FOR INTERNATIONAL POW WOW BOOTH

International Pow Wow is scheduled for June 8 – 12, 2013 in Las Vegas! AIANTA will have a booth again this year and we are currently seeking tourism itineraries from AIANTA members and Indian Country information on tour options that you have available.

Take advantage of this special AIANTA member benefit, please use this opportunity to send us your information. Our booth number this year is 1269 and hosted by the BIA. Send your itineraries to Liz Anderson at eanderson@aianta.org or call us at (505) 724-3592 for more information on the AIANTA booth.

For more information about International Pow Wow 2013 visit www.ipw.com.





ITB BERLIN 2013 – AN INTERNATIONAL SUCCESS FOR INDIAN COUNTRY





Participants at the AIANTA booth smile for the camera

From left to right: AIANTA Board of Directors' Midwest Region Representative Aimee Awonohopay, AIANTA Board of Directors' Alaska Region Representative Rachel Moreno, Midwest representative Bud Johnston from the Keepers of the Sacred Tradition of Pipemakers, AIANTA Executive Director Camille Fergu son, Southwest representative Monument Valley Tours' Vergil, Rosita and Kody Bedoni, Rona and Camas Johnston

In March, AIANTA Executive Director Camille Ferguson ventured to Berlin, Germany for Alanta's fourth participation in the Alanta Discover Native America booth located in the Brand USA Pavilion at ITB Berlin 2013, the world's leading travel trade show. AIANTA hosted six tribes and tribal enterprises at the event, which attracts more than 113,000 tourism professionals from around the world including tour operators, travel agents, media, suppliers, buyers and destinations. Media and consumers flocked to the Brand USA Pavilion where AIANTA made a big impact. The vibrant colors, rich history and cultural dancing all fascinated foreign journalists and travelers.

Alanta hosted first-time ITB Berlin participants including the Native American Tourism of Wisconsin, which proudly represented all 11 sovereign nations of the state. The Chickasaw Nation of Oklahoma showcased the largest tribal cultural center in the United States.

Talk about a positive spike in international tourism. This year more than 100 ministers of tourism and state secretaries from around the world were in attendance. Following the event, the ITB Berlin Convention and eTravel World reported a growth of 25 percent compared to 2012. Over the five day conference, more than 10,000 exhibitors from 188 countries presented their products and services in packed display halls, and more than 6,000 accredited journalists (including 250 bloggers) from 80 countries reported on ITB Berlin events.

"The positive response we received from European travelers, specifically the German market, was incredible," said AIANTA Executive Director Camille Ferguson. "There is a definite interest within the European market for exploration of Native American culture and outdoors. ITB Berlin gives AIANTA members an international platform to market Indian Country tourism, which will ultimately help sustain and strengthen their cultural legacy."





U.S. Embassy Berlin Ambassador Philip D. Murphy with AIANTA participants Donovan Hanley from Navajo Nation Hospitality Enterprise and Rona, Bud and Camas Johnston from the Keepers of the Sacred Tradition of Pipemakers

Click here to watch Ambassador Murphy dance with AIANTA participants.



ITB Berlin spectators flock to the AIANTA booth to catch a glimpse of Kody Bedoni from Monument Valley Tours in a dance

ITB Berlin 2014

Next year's ITB Berlin is scheduled for March 5 -9, 2014 and AIANTA is already gearing up for another exciting year abroad. Not sure if ITB Berlin is right for you or your organization? Give us a call at (505) 724-3592 and we'll be glad to further discuss the economic development benefits.

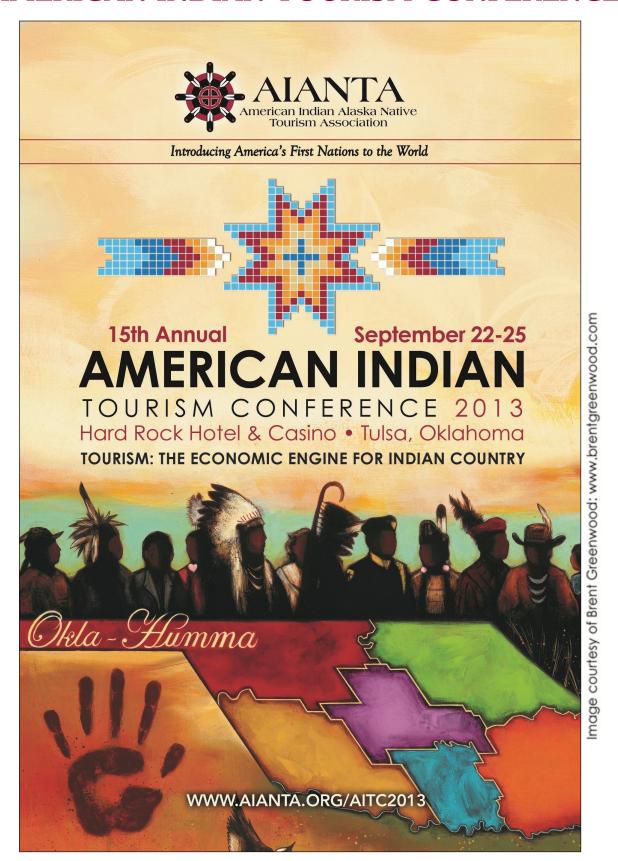


Kody Bedoni from Monument Valley Tours



Big Plume, Calgary Stampede Indian Princess

SAVE THE DATE: 15TH ANNUAL AMERICAN INDIAN TOURISM CONFERENCE



2401 12th Street NW, Albuquerque, NM 87104

Book Debut: American Indians and the Civil War

By Sammye Meadows, AIANTA Senior Public Lands Partnership Advisor

History is a powerful tool for the future. Yet, in the teaching and learning of American history and in our country's cultural heritage commemorations, American Indians are generally referenced in a historical context without relevance to the present or as part of the overall thread of America's story.

The Civil War was perhaps the most pivotal era of American history. A little known, but crucial, part of that story is that more than 20,000 American Indians fought on both sides of the conflict. Most thought their participation would guarantee their survival and protect their lands. Instead, federal Indian policy became more savage during the war, and when it was over, a reunited nation turned its vision to westward expansion, overrunning Indian lands and decimating Native populations.

In a groundbreaking promise to include Native stories in the 150th anniversary commemoration of America's Civil War, the NPS partnered with AIANTA and the Bureau of Indian Affairs (BIA) to produce a cultural heritage interpretive handbook entitled, *American Indians and the Civil War*. The book focuses on illustrative Civil War and post-Civil War experiences of Native people in various regions of America. The authors are respected Native and non-Native history scholars.

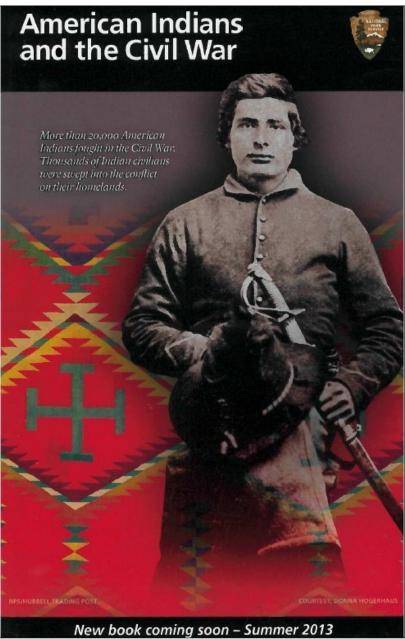
American Indians and the Civil War will be published in May 2013. Look for it in national park visitor centers or purchase it online at www.eparks.com for approximately \$10.

For more information, contact AIANTA's Senior Public Lands Partnership Advisor Sammye Meadows at jermond@pcrs.net or AIANTA's new Public Lands Partnership Coordinator Virginia Salazar-Halfmoon at vhalfmoon@aianta.org.













THE SKY UTE CASINO HOSTS JAPAN'S TELEVISION NIIGATA NETWORK CREW FOR "BACKPACKER" SHOW



Photo credit: Beth Santistevan (Left to right, top row: Tribal Council Alex S. Cloud, Southern Ute Vice Chairman James M. Olguin, Executive Officer Steven Herrera Sr., Acting Executive Director of the SUCCM, Nathan Strong Elk. Left to right, bottom row: Nobuyuki Nishikata, President/Producer Chuo-Eigasha Co., Ltd., Eddie Box Jr. and Betty Box, Makoto Sato and Eishu Lin)

Respectfully Submitted by Barbara Bustillos Cogswell

In October of 2012, the Colorado Tourism Office (CTO) invited Barbara Bustillos Cogswell, sales group coordinator for the Sky Ute Casino Resort, on its Japan Sales Mission, regarding an inaugural non-stop United Airlines flight from Tokyo to Denver in May 2013.

Working again with the CTO, a division of the Governor's Office of Economic Development the Sky Ute Casino Resort helped host Mr. Nobuyuki Nishikata, president and director of TV Niigata, Japanese motion picture actor and comedian Mr. Makoto Sato and their interpreter Mr. Eishu Lin.

The crew arrived in Denver for a two-day tour and later departed to the Ignacio-Durango area spending four days filming Mesa Verde National Park and riding the Durango Silverton Train.

The Sky Ute Casino Resort was honored to host their hotel The laughter eased the crew into a relaxed on-camera stay and introduction breakfast with Southern Ute Vice conversation. Mr. Sato asked why the eagle was so Chairman James M. Olguin, Tribal Councilman Alex S. important to the Southern Utes. Cloud, Executive Officer Steven Herrera Sr. and Beth Santistevan, tribal council media coordinator.

A blessing was conducted by So. Ute Tribal Elder Eddie Box, Jr. accompanied by his wife, Mrs. Betty Box and Nathan Strong Elk, director of the Southern Cultural Center and Museum. The Crew was most interested in the Southern Ute leadership goals and objectives in preserving their Tribe, Mr. Sato asked what the chairman's role is. Chairman Newland and the protection of their language, as well the continuation of their Southern Ute Tribal roots. Tribal representatives shared their focus regarding their children's' education; with specific emphasis on their cultural traditions and language through family traditions, the Southern Ute Indian Academy and their Museum and Cultural center. Each Tribal guest shared their job title and their scope of work.

After breakfast, guests and tribal representatives walked The chairman closed the interview stating, "The State of next door to the Southern Ute Cultural Center and Museum Colorado has two federally recognized tribes, the Southern to introduce Chairman Jimmy R. Newton, Jr. for his Ute and the Ute Mountain Ute Indian Tribes. We invite all on-camera interview.

the chairman, as he joked while the crew secured the lapel alive." microphone, stating he was available to go to Japan to stand -in for any Sumo Wrestler.

Chairman Newton stated, "The eagle is very symbolic to us because it is the messenger that carries our prayers to the Creator carrying them high to the sky. The eagle's feathers, talon, bones - every part of the eagle is important and used in our religious ceremonies."

ton Jr. stated, "The chairman's role is to help preserve what we have, the land our finances - whatever we have that the past leaders sacrificed for - needs to be preserved in our 40-year plan. We want to make sure our children have the opportunities to learn and practice their culture and help conserve the land, the water and the habitat - the deer, the elk, the fish - our traditional food."

cultures to come visit the first Indigenous people, still alive and practicing their born Sovereign Nation, governing The 54,000 square foot museum was a perfect backdrop for themselves despite 500 years of hardships. We are still



Photo credit: Beth Santistevan (From left to right: Eishun Lin, interpreter, Nobuyuki Nishikata, president-producer, Nathan Strong Elk, Interim Executive Director at SUCCM, Chairman Jimmy R. Newton, Jr., Makoto Sato, TV host)

Twitter: @OfficialAIANTA

WELCOME, NEW BOARD MEMBERS!

Rowena M. Akana, AIANTA Board of Directors, Pacific Region



Hailing from Hawaii, Rowena M. Akana joined the AIANTA Board of Directors in February with an impressive career in politics, community service and arts. In addition to her board of directors' role, Rowena currently serves as a trustee at-large with the Office of Hawaiian Affairs (OHA).

A well-versed political professional, Rowena previously served as OHA Chair, vice-chair of the Committee on Asset and Resource Management, and currently serves as vice-chair of the Committee on Beneficiary Advocacy and Empowerment. Rowena's tenure with OHA has allowed her to explore and partake in initiative programs for housing, education, health, jobs and business opportunities that impact the Hawaiian people. Other initiatives include the Kupuna Health Task Force and partnerships between OHA, Fannie Mae, and the two largest banks in Hawaii to provide lower interest loans to all Hawaiians.

Rowena has also served with prominent organizations including the Niu Valley Fee Simple Committee, past president of the State Culture and Arts Program at the Bishop Museum, Governor's Interstate Indian Council Conference Board of Directors, East Oahu Rotary, Honolulu Press Club,

Society of Hawaii's Entertainers, Musicians Association of Hawaii, Niu Valley Community Association, past president of the Federal Aviation Administration Women's Club and the Department of Education. Rowena also has experience as an abuse counselor and radio newscaster.

Throughout her career, Rowena has been honored with awards including the Alu Like Awards, Aloha Week Awards, National Women's Week Award for Communications, Federal Aviation Administration Award for Hawaii Aerospace Education, Hawaii Chapter Scholarship Program and the Association of Hawaiian Civic Clubs' Helen C. Kane Mahalo Award.

Rowena is a former student of the Yale School of Management's Endowment Institute, the University of Hawaii, Kapi'olani Community College and New York University.

To contact Rowena, please email her at rowenaa@oha.org

Aimee D. Awonohopay, AIANTA Board of Directors, Midwest Region



Aimee D. Awonohopay joins the AIANTA Board of Directors with more than 15 years of experience in marketing, Indian gaming, tribal public relations, intergovernmental affairs and tourism. In addition to her new role with the AIANTA Board of Directors, Aimee is the Native American Tourism of Wisconsin (NATOW) Director and resides in Cumberland, Wisconsin. In 2012, Aimee was also appointed by Governor Scott Walker to serve on Wisconsin Governor's Council on Tourism, a role she still holds today.

Aimee launched her career as the marketing assistant with the St. Croix Casino and Hotel in Wisconsin. With proven success, Aimee became the hotel's advertising manager and director of marketing, where she directed the company's marketing strategy, strengthened the player development program and supervised advertising, group sales, special events, creative services, hotel and retail departments.

Aimee has also served as the marketing and media director for her tribe, the St. Croix Chippewa of Wisconsin, where she provided public relations support for the St. Croix Tribal Council and St. Croix tribal members. Within this role, she also served as managing editor for the tribal newspaper and began a tribal tourism program and museum initiative.

Aimee graduated with Cum Laude honors and a Bachelor of Arts degree in marketing from Augsburg College in Minneapolis, Minnesota.

To contact Aimee, please email her at ajuan511@msn.com

LaDonna Brave Bull Allard, At-Large Representative, Standing Rock Sioux Tribe



LaDonna Brave Bull Allard joined the AlANTA Board of Directors in March 2013. She has served as the director of tribal tourism for the Standing Rock Sioux Tribe since 2003 and began her work in the tourism field in 1993.

She is an enrolled member of the Standing Rock Sioux Tribe; from the Dakota and Lakota Nation of the bands of Ihunktonwana, (Upper Yanktonais) Pabaska (Cuthead) and Sisseton on her father's side, Hunkpapa, Sihasapa (Blackfeet) and Oglala on her mother's side of the family. She is a mother and grandmother and belongs to a very large extended family.

LaDonna received her Bachelor of Science degree in history and American Indian studies from the University North Dakota (UND) and attended UND Graduate School for historical research. She began work as the cultural preservation planner for her tribe in 1993, developed the tribe's Tribal Historic Preservation Office, and worked in historic preservation for five years before transferring to the tourism field with her work

Plains Regional

Representatives

Jackie Yellowtail

jackieyellow-

tail@gmail.com

William D. Lowe

willowe@mcn-nsn.gov

in the Lewis and Clark Bi-centennial Event.

She has partnered with Sitting Bull College and its development of the National Native American Scenic Byway, where she compiled the historical research for the site on Standing Rock.

Since 1997, she has conducted historic tours at Standing Rock and has greeted visitors from more than 42 countries. LaDonna has also worked with ATTA-Alliance of Tribal Tourism as the past and current vice-president and marketing manager. She is the president of the North Dakota Native Tourism Alliance (NDNTA), which was formed in 2010.

For 22 years, LaDonna has compiled the history of tribes and their people. She has compiled a data basis of the genealogy of the Standing Rock Sioux people, which includes other area tribe's genealogy. She is also a historian consultant for Little Big Horn, Killdeer Mountain and the Tribal Historic Preservation office and has worked as a researcher in many books, including "Crazy Horse" by Kingsley Bray and "Inkpaduta" by Paul Beck, to name a few.

To contact LaDonna, please email her at lallard@standingrock.org

AIANTA BOARD MEMBERS

Alaska Regional Representatives

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Pacific Regional Representatives

Teresa Meece tmeece@tulaliptribesnsn.gov

Rowena Akana rowenaa@oha.org

Mary Jane Ferguson, President Sherry Rupert, Vice President Jackie Yellowtail, Treasurer Rachel Moreno, Secretary

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Michele Crank publicaffairs75@yahoo.com

Eastern Regional Representative

Mary Jane Ferguson maryferg@frontier.com

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Janeé Doxtator janeesd@yahoo.com

Midwest Regional Representatives

Kirby Metoxen kmetox@oneidanation.org

Aimee Awonohopay ajuan511@msn.com

Twitter: @OfficialAIANTA



Join AIANTA Today and you may be crusin' this fall! Alaska Dream Cruise



- Eight day roundtrip Sitka cruises
- Eight day Sitka to Ketchikan cruises
- 11 day Sitka to Ketchikan, Alaska cruises
- Complimentary shore excursions
- Experience Southeast Alaska towns and villages
- Leisurely itineraries and renowned
 Natural Wonders with places off the beaten track
- Complimentary chef-inspired gourmet cuisine
- Up-close glacier viewing
- Alaska spirits and microbrew beer

Offer only includes members who join AlANTA from January 1, 2013 through September 15, 2013. Trip is valued at \$4,495.00 per person. Drawing will be held at AlANTA's 15th Annual American Indian Tourism Conference (AITC), which starts September 22, 2013.

Memberships

Tribal \$500

Organization/Business \$300

Individual \$100

Student/Senior \$50





Why Be a Member?

As an AIANTA member you are part of an organization committed to defining, growing and sustaining Indian Country tourism. AIANTA members enjoy a strong alliance with partners in travel and tourism industries.

2401 12th St. NW I Albuquerque, NM 87104 Phone: 505-724-3592 I Fax: 505-212-7023 www.AIANTA.org

FREE STEWART FATHER'S DAY POW WOW JUNE 14-16, CARSON CITY, NEVADA



June 14-16, 2013 5500 Snyder Avenue, Carson City , Nevada 89701

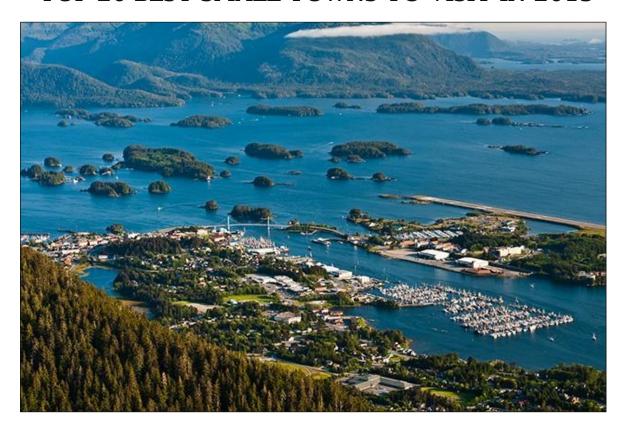


Celebrate Father's Day weekend with the entire family and experience American Indian heritage, history and pride at the Stewart Father's Day Pow Wow! The former Stewart Indian School will come alive with more than 100 dancers, more than 40 arts and crafts vendors, Indian tacos, and admission is FREE! The Stewart Father's Day Pow Wow benefits the establishment of the Stewart Indian Cultural Center. This is an alcohol and drug-free event. For more information, call Sherry Rupert or Chris Gibbons at (775) 687-8333 or email at cgibbons@nic.nv.gov.

Grand Entry Times (Start Time)

Friday, June 14, 2013 from 7:00 p.m. to 10:00 p.m. Saturday, June 15, 2013 from 1:00 p.m. to 5:00 p.m., and 7:00 p.m. to 11:00 p.m. Sunday, June 16, 2013 from 12:00 p.m. to 4:00 p.m.

SITKA, ALASKA RANKS NINE ON SMITHSONIAN'S **TOP 20 BEST SMALL TOWNS TO VISIT IN 2013**



Sitka, Alaska, the home of American Indian Alaska Native preserving Indian Country here. Thank you to Smithsonian for has landed at number nine on the Top 20 Best Small Towns to treasures." Visit in 2013 list featured in Smithsonian Magazine's April 2013 issue.

Park, site of the last major battle between Europeans and oversaw a \$6.5 million economic development budget. appreciate how three cultures - Tlingit, Russian and American by 48 percent. were woven together," she adds.

15,000 that have exceptional concentrations of museums, art and introduce America's first nations to the world." galleries, orchestras, theaters, historic sites and other cultural blessings," the article states.

You can say AIANTA knows a thing or two about Sitka.

Sitka Tribe of Alaska Member and AlANTA Board Secretary To learn more about the Sitka Tribe of Alaska visit Rachel Moreno represents AlANTA's Alaska region.

"It's very exciting for the world to see the culture and character our small town has to offer the travel and tourism industry," said Moreno. "We take great pride in our heritage and

Tourism Association (AIANTA) member Sitka Tribe of Alaska, creating such a list that showcases America's hidden

New AIANTA Executive Director Camille L. Ferguson is also a member of the Sitka Tribe and previously served as the Tribe's "There are photo ops galore at the Sitka National Historical Economic Development Director for 15 years where she

Native Americans on the Pacific Coast," writes Smithsonian Ferguson was president of the Sitka Convention & Visitors author Susan Spano. "No other town in the 49th state has Bureau (CVB) for five of the seven years of her CVB Board Sitka's charisma. To wander through its historic downtown is to appointment and as president she raised hotel bed tax revenue

"AIANTA is incredibly proud of our member Sitka Tribe of What makes a small town big on culture? Smithsonian sought Alaska and this accomplishment. Hard work and a desire to a statistical answer by asking the geographic information preserve Indian Country has put Sitka on the map," said company ESRI to search its databases for small towns and Ferguson. "AIANTA gives tribes, businesses and organizations cities. The search created to find "populations of less than the educational tools to increase their economic development

> Sitka is one of the first tribes to develop its tourism and we look forward to helping other tribal entities enhance their tourism, Ferguson added.

www.sitkatribe.org, or to learn more about Sitka visit www.sitka.org.

Photo credit: Mark Kelley

Twitter: @OfficialAIANTA

We're Getting Social! AIANTA Social Media

Our social media channels are now up and running!

Please follow us on Twitter and "like" us on Facebook for current AIANTA news and updates, member events and happenings from Indian Country and abroad. As we gear up towards our 15th Annual American Indian Tourism Conference (AITC) this September, check our Twitter for conference updates at #AITC2013.

For our more visual social media channels, join us on Pinterest and YouTube.

Alanta also wants to connect with you on our professional social media so be sure to look for us on LinkedIn and BranchOut. Click the links below to follow our channels.





<u>Association</u>







<u>AIANTA</u>



AIANTA505



AIANTA



BranchOut

Exhibit in Reno-Tahoe International Airport



Nevada's Indian Territory, a marketing arm of the Nevada Commission on Tourism, and the Nevada Indian Commission have partnered to develop and design the first permanent American Indian exhibit at the Reno-Tahoe International Airport. The exhibit showcases the Great Basin Tribes of Nevada, the Paiute, Washoe and Western Shoshone, and lets arrivals to the Reno-Tahoe area know that the first peoples of the state are alive and flourishing.

Sherry L. Rupert, Chairwoman for Nevada's Indian Territory and Executive Director of the Nevada Indian Commission stated, "This partnership with the Reno-Tahoe International Airport is historic. The Indian Territory is thankful for the opportunity to promote the Nevada Tribes and all that there is to experience in Nevada's Indian Territory."

The display also has a flat screen featuring the official Indian Territory video. The video can also be seen on You Tube under "Indian Territory" and you can view the fabrication of the exhibit/display at www.renospacecreators.com

Twitter: @OfficialAIANTA

NATIONAL STORYTELLING NETWORK SEEKS APPLICATIONS FOR BRIMSTONE AWARD FOR APPLIED STORYTELLING

The <u>National Storytelling Network</u> is accepting applications for the 2013 Brimstone Award for Applied Storytelling for projects that promote understanding of the ways storytelling can promote change in individuals and communities. Grants of \$5,000 will be awarded in support of storytelling projects that are service-oriented, based in a community or local organization, and replicable in other places and situations. Projects should have impact beyond their own communities, organizations, or clients, inspiring excellence in applied storytelling work and communicating to new audiences the humanitarian possibilities of storytelling.

Projects may involve various kinds of stories, including traditional tales and myths as well as personal and ad hoc narratives. Although oral storytelling should be central to the project, the work need not be conducted by professional storytellers. Educators, therapists, naturalists, internal or external organizational practitioners, and/or other personnel appropriate to the situation may carry out the project, so long as they can draw on suitable storytelling expertise and experience.

Areas of interest include health care, environmental education/activism, community development, law, multicultural awareness, organizational development, leadership, intergenerational initiatives, empowerment of the disabled, substance abuse prevention, and educational curriculum at all levels.

Preliminary proposals are due no later than April 30, 2013, with all applicants to be notified by e-mail by June 5, 2013. Invited final-round applications will be due by June 30, 2013.

See the National Storytelling Network Web site for eligibility and application guidelines: http://storynet.org/grants/brimstone.html



5TH ANNUAL NEVADA TRIBAL TOURISM CONFERENCE APRIL 23-25, FALLON, NEVADA



The Nevada Indian Territory in partnership with the Nevada Indian Commission and the Nevada Commission on Tourism, is proud to host the 5th Annual Nevada Tribal Tourism Conference in Fallon, Nevada on April 23 – 25, 2013.

This year's conference, "Building Sustainability through Tourism," will feature a spectrum of professionals in the tourism and tribal tourism industries who will provide strategies on ways Nevada tribes can access, build and share their rich history and culture with visitors from around the globe!

You are invited to come and experience the full array of events planned for this year's Tribal Tourism Conference, from the top-notch keynote speaker and presenters, to the ancient stories told in petroglyphs at Grimes Point, a Tule Duck demonstration fashioned by master artist Mike Williams, accompanied by a visit to Hidden Cave and the beautiful Stillwater Marsh. The 2013 Nevada Tribal Tourism Conference has something to offer everyone!

For additional information, visit www.NevadaIndianTerritory.

Facebook: AIANTA

GRAND CIRCLE ASSOCIATION

AIANTA Southwest Regional Member Sky Ute Casino Resort has joined the Grand Circle, a consortium of national parks and hotels in Arizona, Colorado, Nevada, Utah and New Mexico.

In March, the casino hosted the Grand Circle's quarterly meeting. Hotel and tour operators, tribal officials and other took tours of Chimney Rock, downtown Durango, the Southern Ute Cultural Center and Museum, Farmington and the Durango and Silverton Narrow Gauge Railroad. The casino also hosted a reception for the participated and invited members of the Ignacio Chamber of Commerce to attend as the Bar D Wranglers performed.

Ron Solimon is member of the Pueblo of Laguna and director of the Institute of American Indian Arts in Albuquerque. He said that when he first joined the Indian Pueblo Cultural Center in Albuquerque, the building looked like a fortress and had no windows or indication that a museum and restaurant were inside. The center had almost no outreach efforts and had not joined any travel groups. Soon after, the center joined the Albuquerque Convention and Visitors Bureau, which gave him a platform to discuss the center and all it had to offer. Solimon said that working with other tribes, tour operators and travel groups has benefited his pueblo.

"The Southern Ute Tribe has the amenities that many smaller tribes are still trying to build, including the new cultural center and casino," said AIANTA Vice President Sherry Rupert. "Marketing to Europeans is key for Native American tribes."

Sky Ute joined the Grand Circle to attract more tourists and tours to the casino and cultural center, explained Barbara Cogswell, the casino's tour promotions coordinator.

(Excerpts of this article were taken from an article written by Melanie B. Mazur, editor of the Pine River Times)



Photo (left to right): Travis Garlick of Sky Ute Casino, Sherry Rupert of Alanta, Lauri Frantz of Grand Circle, Barbara Cogswell of Sky Ute Casino and Ron Solimon of the Pueblo of Laguna at the Grand Circle's quarterly meeting in Ignacio. Photo Credit: Melanie B. Mazur



NINTH ANNUAL CULTURAL TOURISM SUMMIT **IN HOPI MAY 13-15**

Arts Center for Conference May 13-15, 2013.

partnerships strengthen collaborations to build sustain tribal tourism."

Campbell will be the keynote economies on tribal lands. the tourism speaker at conference. Campbell was the Upper only American Indian serving in Governor Sam Shingoitewa, Jr. either the House 1987-92. Senator Campbell was a leader in public lands and resources natural policy, recognized for the passage of landmark legislation to settle Indian water rights, and in the forefront of sponsoring and fighting for legislation to protect Colorado wilderness and water rights. In 1991 he won the fight to change name of the Custer

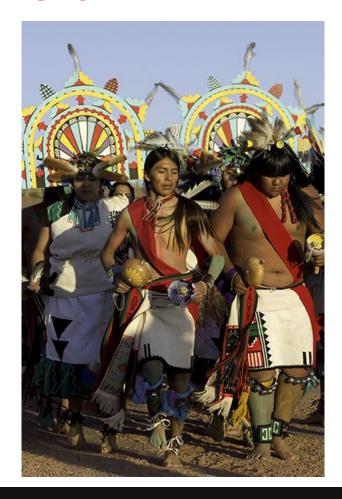
The Institute of American Indian Battlefield Monument in Montana Lifelong to the Little Bighorn Battlefield Education, headquartered in National Monument, legislation Santa Fe, New Mexico, has that honors American Indians partnered with the Moenkopi who died in battle. He also Legacy Inn & Suites and the initiated legislation to establish Upper Village of Moenkopi to the National Museum of the host a unique Cultural Tourism American Indian within the Smithsonian Institution.

Conference Coordinator Ramus This year's conference will be Suina says, "This will be the ninth held at the Moenkopi Legacy Inn annual conference that the & Suites located in the Upper Center for Lifelong Education has Village of Moenkopi, Western staged and we are very pleased Gateway to Hopi adjacent to to be returning to Hopi tribal land Tuba City. All attendees are in Arizona this year. This is an invited to tour the tribal lands of important event and a great Arizona to experience the beauty, opportunity for Native American culture and hospitality of this tourism leaders from around the spectacular region of Native country to share and learn about America. Tuesday evening's the rich history and culture of program will be held at the Hopi many tribes. Every year we Cultural Center on Second Mesa and featuring dance performance, and artists, and traditional food. Attendance is open to Native and non-Native participants who are Former Senator Ben Nighthorse interested in developing stronger

Village of Moenkopi of says, "It is an honor to host the Representatives or the United Cultural Tourism Conference in our States Senate during his tenure village. This is a very important gathering for Hopi and tribal members from across Arizona and the entire country and it will be an opportunity for us to share the way we have created employment and opportunity for our people."

> Program sponsors include the Arizona Office of Tourism, the New Mexico Office of Tourism, and the Hopi Tribe.

For more information call Mr. Ramus Suina at (505) 424-2308.



Program topics include:

- Forming Effective **Tourism Networks**
- **Cultural Sensitivity** and Authenticity
- **Cultural Heritage** Marketing
- **Cultural Tourism and Photography**
- **Grant Writing 101**
- **Managing Tourism** Effectively

Twitter: @OfficialAIANTA

Customer Service in **Cultural Tourism**

Photo credits: (top photo) Moenkopi Legacy Inn & Suites; (bottom photo) Kerrick James

Contact Us

Our mission is to define, introduce, grow and sustain American Indian and Alaska Native tourism that honors and sustains tribal traditions and values.

To help us fulfill this mission, please help us grow our membership by educating fellow tribes, tribal organizations, companies and individuals about AIANTA.

Ask them to visit us at AIANTA.org for more information.

Thank You, AIANTA Members!

Alaska Region



Tony Azure
Linda Brenner
Shee Atika Management, LLC
Tundra Tours, Inc. / Top of the
World Hotel

Kathleen T. Leitgeb
Rachel Moreno
Afognak Native Corporation
Sitka Tribe of Alaska

Eastern Region



Poarch Band of Creek Indians
Janeé Doxtator
Ron Erdmann
Bigwitch Tribal Tourism
Linda Forristal
American Journal
Eastern Band of Cherokee Indians
Carolyn J. McClellan
Seminole Tribe of Florida
Jana Prewitt
Roger Saterstrom
Jeanne Westphal
Paragon Casino Resort



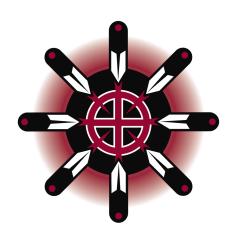
Midwest Region

Native American Tourism of Wisconsin Sharon James Bud Johnston

Pacific Region

Rowena M. Akana
Judy Ask
Port Madison Enterprises
Tulalip Tribe
Teresa Meece
Bruce Rettig
Cedarville Rancheria
Confederated Tribes of Grand Ronde





AIANTA

American Indian Alaska Native Tourism Association

Thank You, AIANTA Members!



LaDonna Allard

Andi Archdale

Philip Atkins

Comanche Nation

Mandan, Hidatsa & Arikara Nation Tribal Ranch and Lodge

International Traditional Games Society, Inc.

Plains Region

Ed Des Rosier

Wind River Hotel and Casino

Lower Brule Sioux Tribe

South Dakota Department of Tourism

Kansas Native American
Affairs Office

Karen Kern

Ryan Logan

William Lowe

S & K Gaming, LLC

Mandan, Hidatsa & Arikara Nation

Shawn Olsen

Cherokee Nation Cultural Tourism

Skydancer Casino and Resort

Blackfeet Tribe

Cherokee Nation

American Indian Cultural Center and Museum

Paige Williams

Spirit Lake Casino and Resort

Crow Tribe - Apsáalooke Nation Tourism

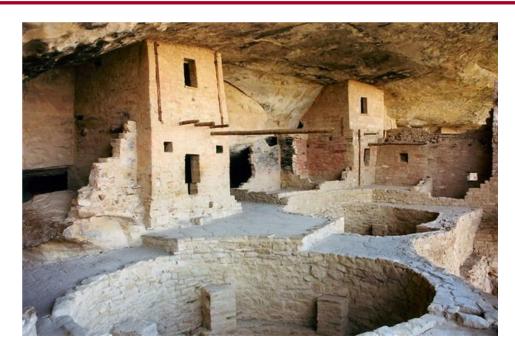
> Sisseton-Wahpeton Oyate

> > Eufaula Indian Community

Brian On-The-Hill

Molly Moore

Ron Brownotter



Southwest Region

Liz Anderson

Sandra Anderson

Indian Arts and Crafts Association

Antelope Canyon Navajo Tours

Sherrie Bowman

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Barbara Felix Architecture & Design, LLC

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Arizona Office of Tourism

American Indian Chamber of Commerce of New Mexico

Wyoming Office of Tourism

Pueblo of Tesuque

Tesoro Cultural Center

Ben Rupert

Native Tourism Alliance

Indian Pueblo Cultural Center

Mark Trujillo

Sky Ute Casino Resort

Mildred Weller

Navajo Nation Tourism

Kesselman-Jones, Inc.

Nevada Indian Territory

Monument Valley Simpson's Trailhandler Tours, LLC



WE WANT TO HEAR FROM OUR MEMBERS!

The success of our members is the reason AIANTA exists. Please send us your recent success stories on how AIANTA has helped increase your business, economic development and tourism. In each newsletter moving forward we will feature a story from a member!

Please send your testimonials and photos to Liz Anderson at eanderson@aianta.org or call her at (505) 724-3578. Deadline for articles and materials for the July 2013 newsletter are due to Liz by June 24, 2013.